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TO: EXAMINER ANDREW
J. RUDY
(571) 273-8300

FROM: JOHN PIENKOS
APPLICANT, U.S. PATENT
APPLICATION NO. 11/707,842
(414) 228-6881

RE: PRELIMINARY CLAIM
AMENDMENT

DATE: NOVEMBER 5, 2007

9 PAGES
INCLUDING
COVER SHEET

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I hereby certify that this correspondence is being transmitted by facsimile to Examiner Andrew Joseph Rudy of the United States Patent Office, at (571) 273-8300. Date and Signature of transmittal: *[Signature]* 11/5/07

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Pienkos, John T.

Serial No.: 11/707,842

Filing Date: February 19, 2007

Title: APPARATUS AND METHOD FOR PROVIDING PRODUCT
LOCATION INFORMATION TO CUSTOMERS IN A STORE

Examiner: Andrew Joseph Rudy

Art Unit: 3627

PRELIMINARY AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

The Applicant respectfully requests that the following claim amendments be entered prior to consideration of the present Application on the merits.

Amendments to the claims are reflected in the listing of claims that begins on page 2 of this paper.

Remarks begin on page 8 of this paper.